

OPTIMIZING STREET TEAM PLACEMENT FOR WOMENTECHWOMENYES

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Introduction



Motivation: Raise awareness for WTWY and increase gala attendance



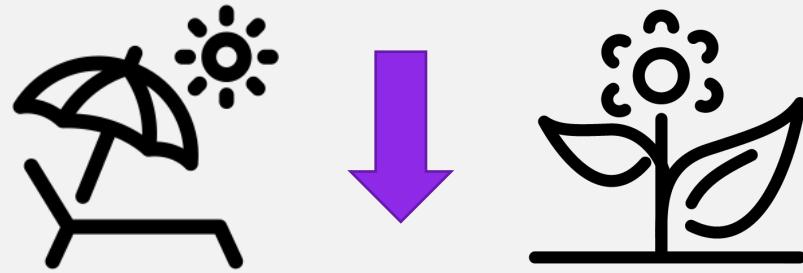
Goal: Maximize number of sign-ups



Objective: Analyze MTA data to determine areas with most traffic

Guiding Principles

Gala at the Beginning of Summer



Deploy Street Teams in Spring

Resource Limitations



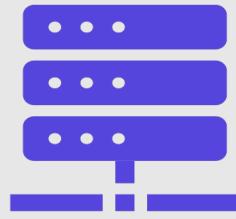
3 Days/Week, 3 Placement Locations*

* Placement Locations = Subway Station Booths

Subway Station Booth



Methodology



Obtain Data

Months: March - May

Years: 2017 - 2019



Clean Data

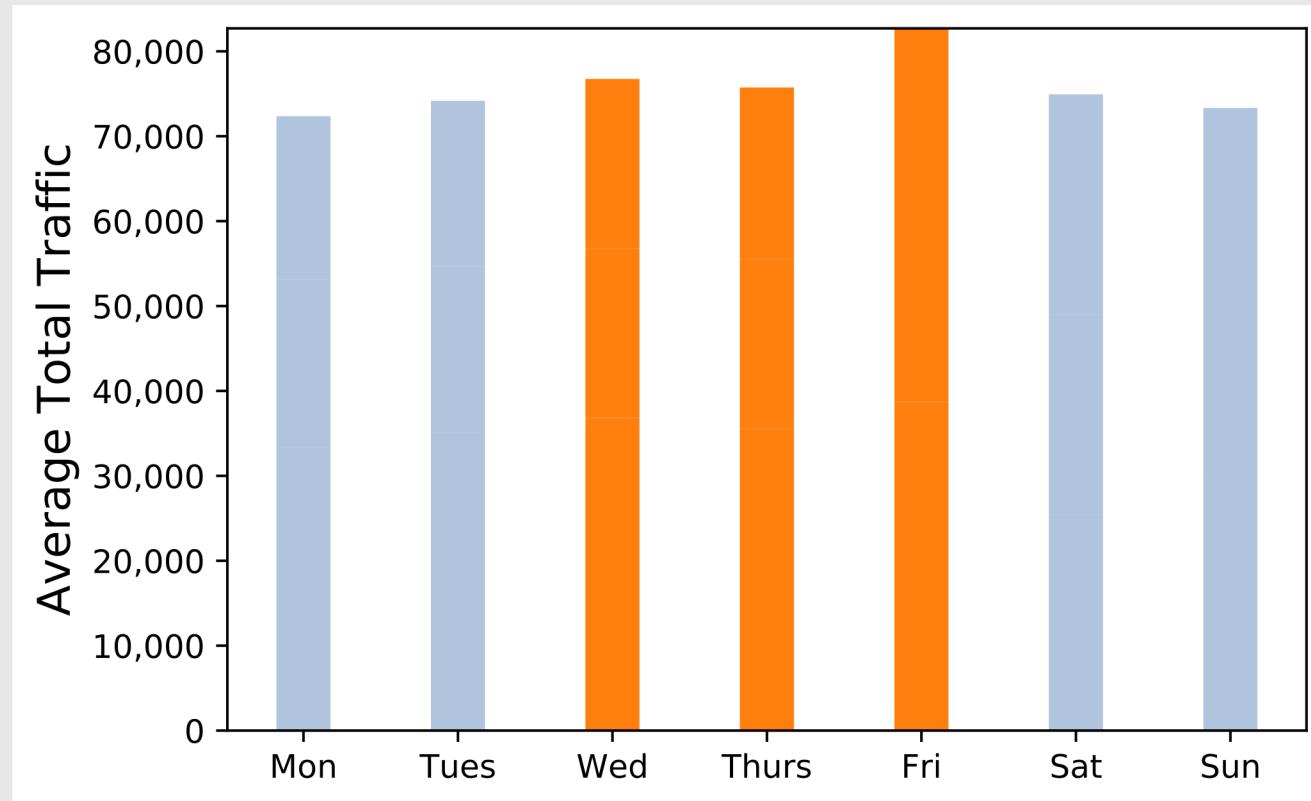
Outliers
'Invalid' Data



Perform EDA

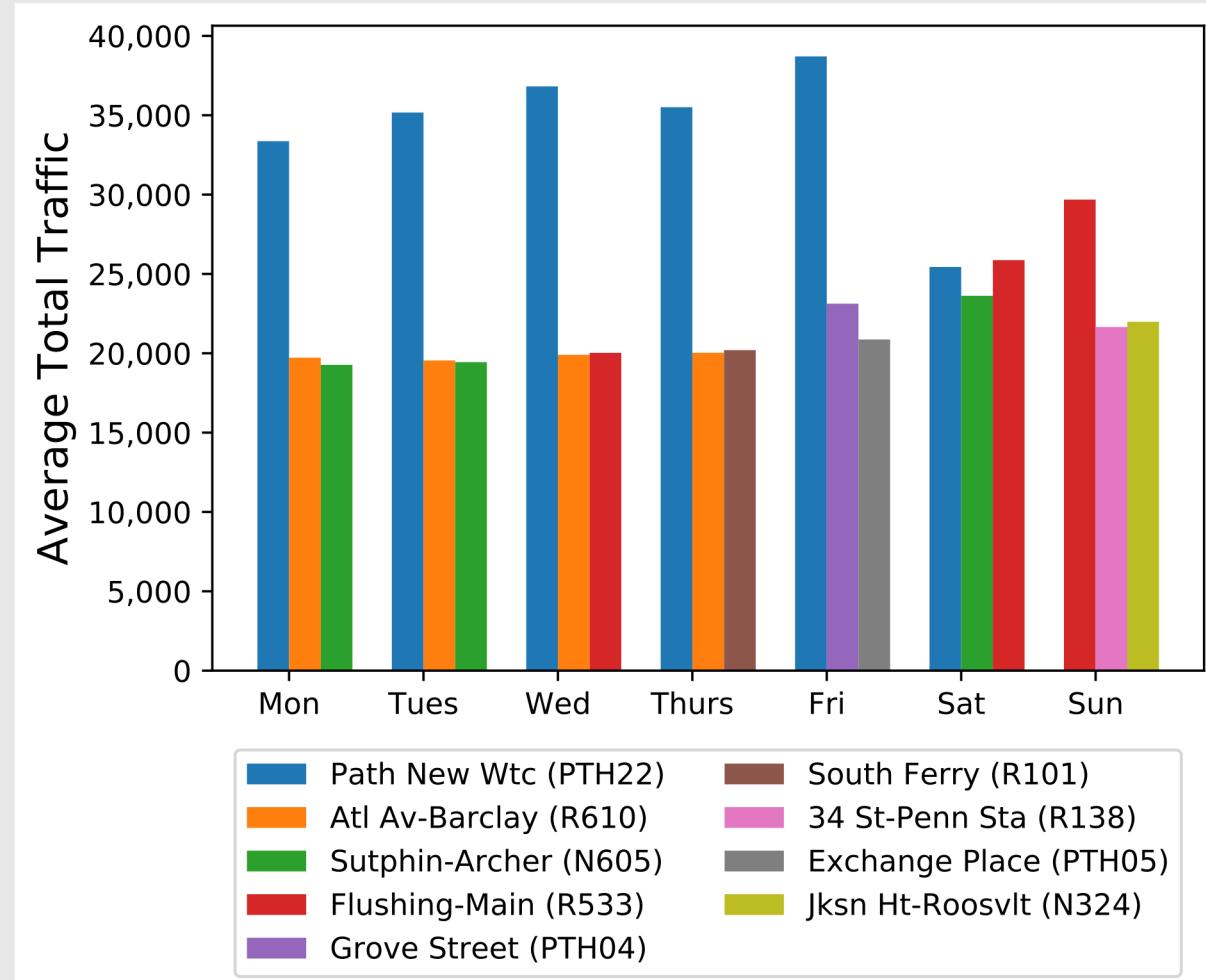
Average
Total Traffic by Day
per Station Booth

Results – Days of Week



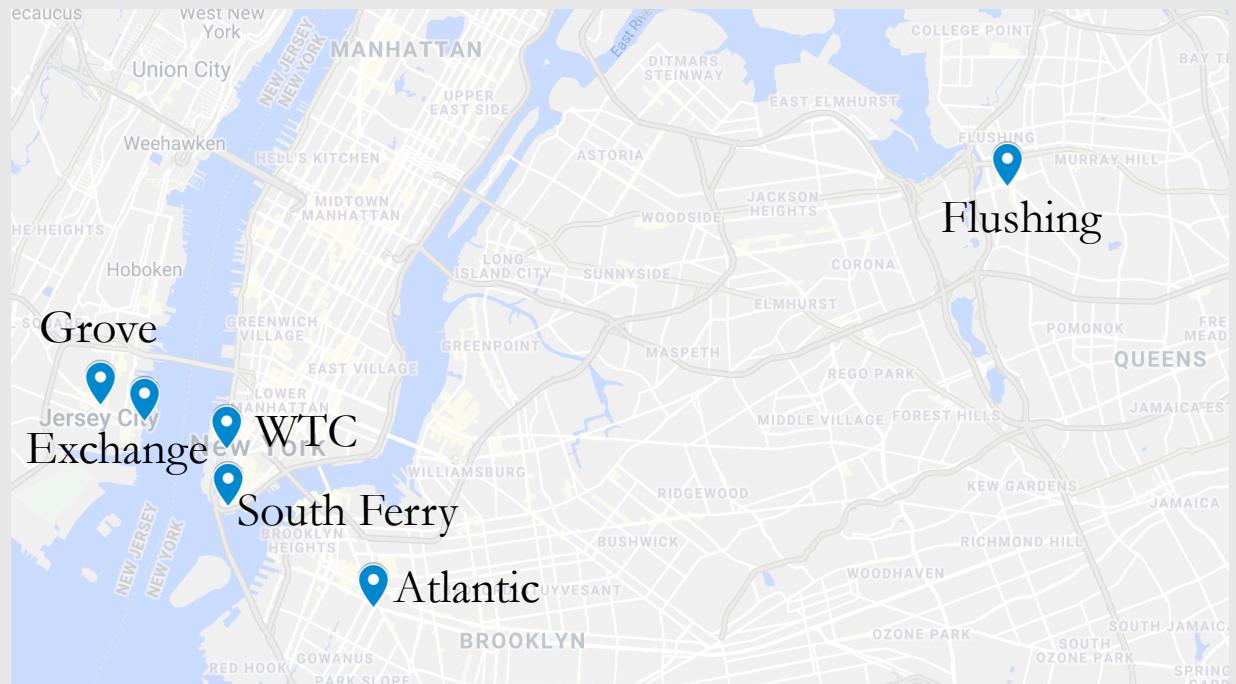
* More detailed results are shown in the Appendix

Results – Station Booths



Recommendation

- Deploy street teams on **Wednesdays, Thursdays, and Fridays** in the Spring
 - Wednesdays:
 1. World Trade Center Station – Booth PTH22
 2. Flushing Main Street Station – Booth R533
 3. Atlantic Ave/Barclays Center Station – Booth R610
 - Thursdays:
 1. World Trade Center Station – Booth PTH22
 2. South Ferry Station – Booth R101
 3. Atlantic Ave/Barclays Center Station – Booth R610
 - Fridays:
 1. World Trade Center Station – Booth PTH22
 2. Grove Street Station – Booth PTH04
 3. Exchange Place Station – Booth PTH05



Future Enhancements

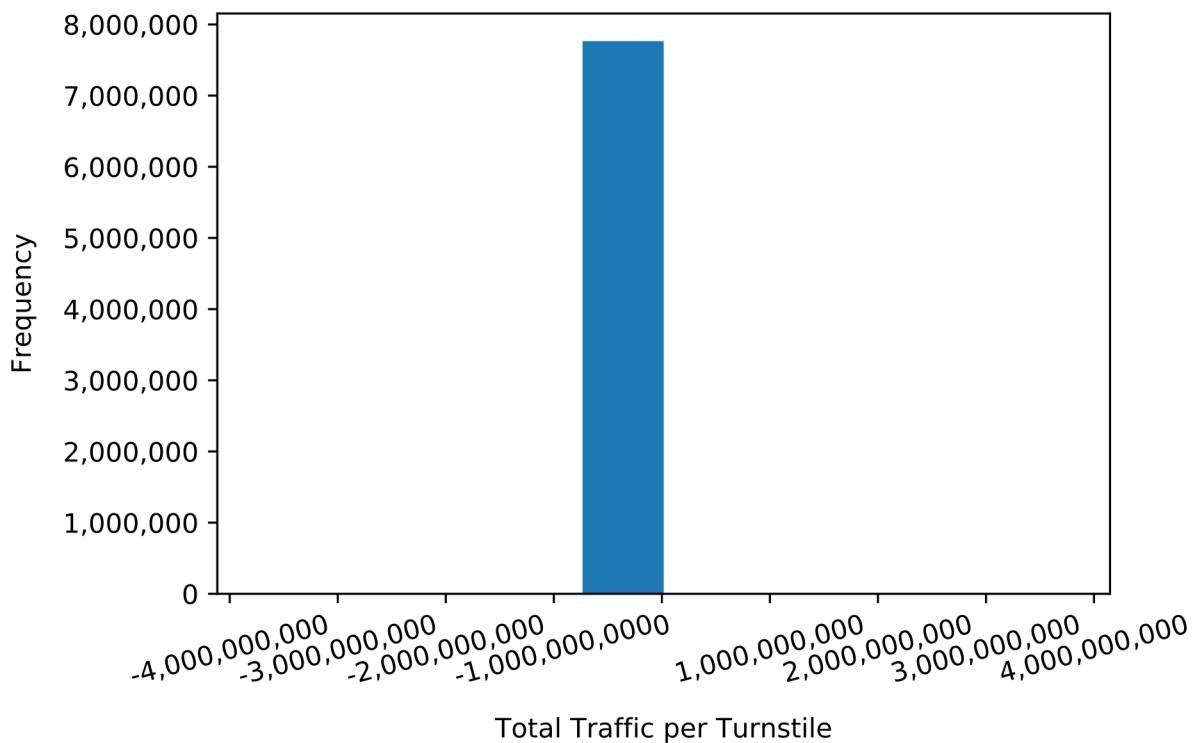
- **Incorporate Demographic Data**
 - Occupation
 - Income
 - Age
 - Gender
 - Education Level
 - Resident vs. Tourist
- **Consider Time of Day**



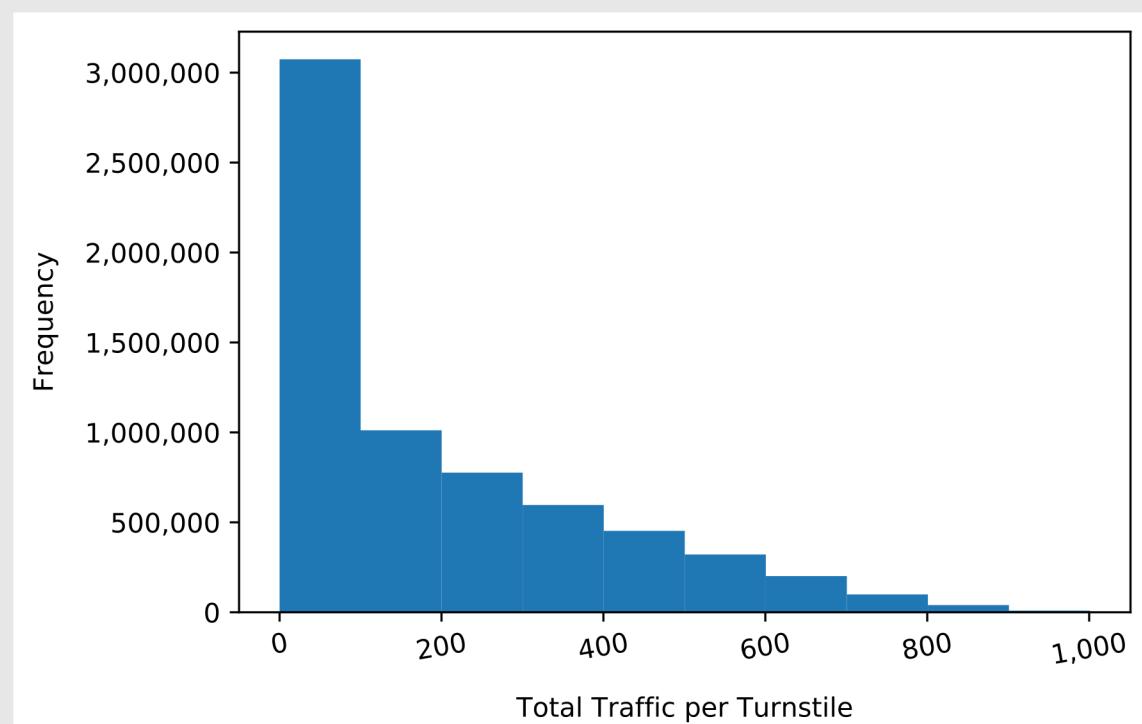
APPENDIX

Data Cleaning – Total Traffic

Before Clean

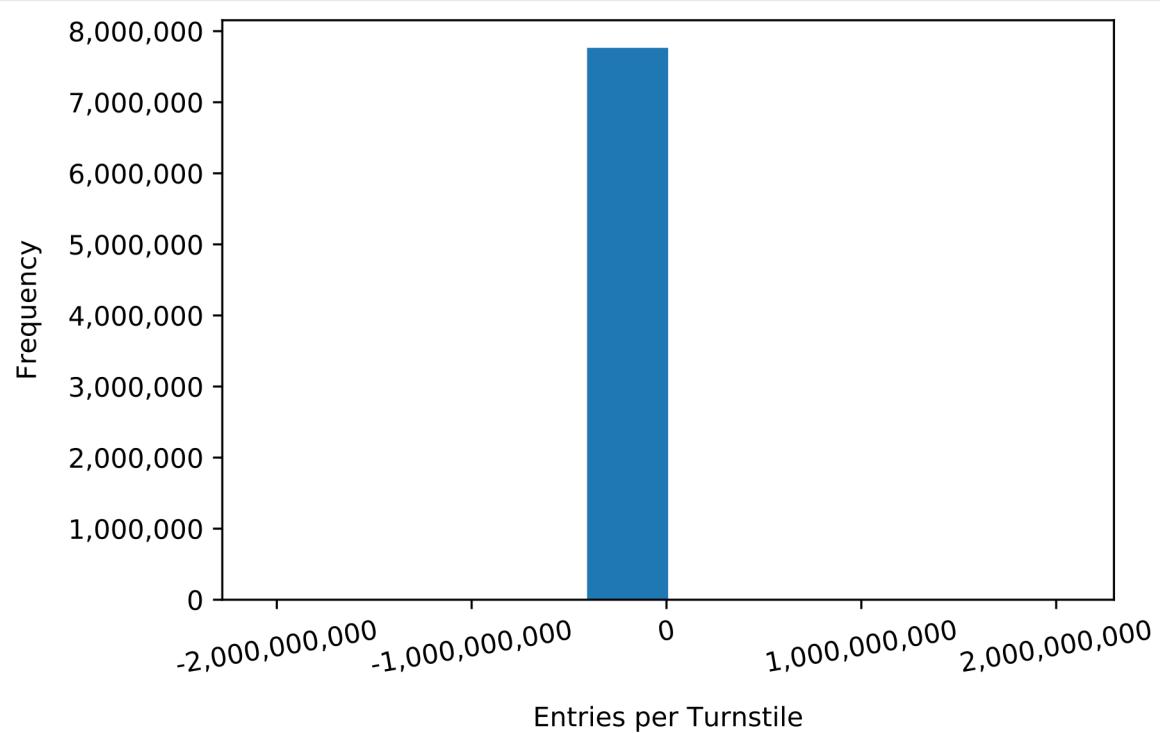


After Clean

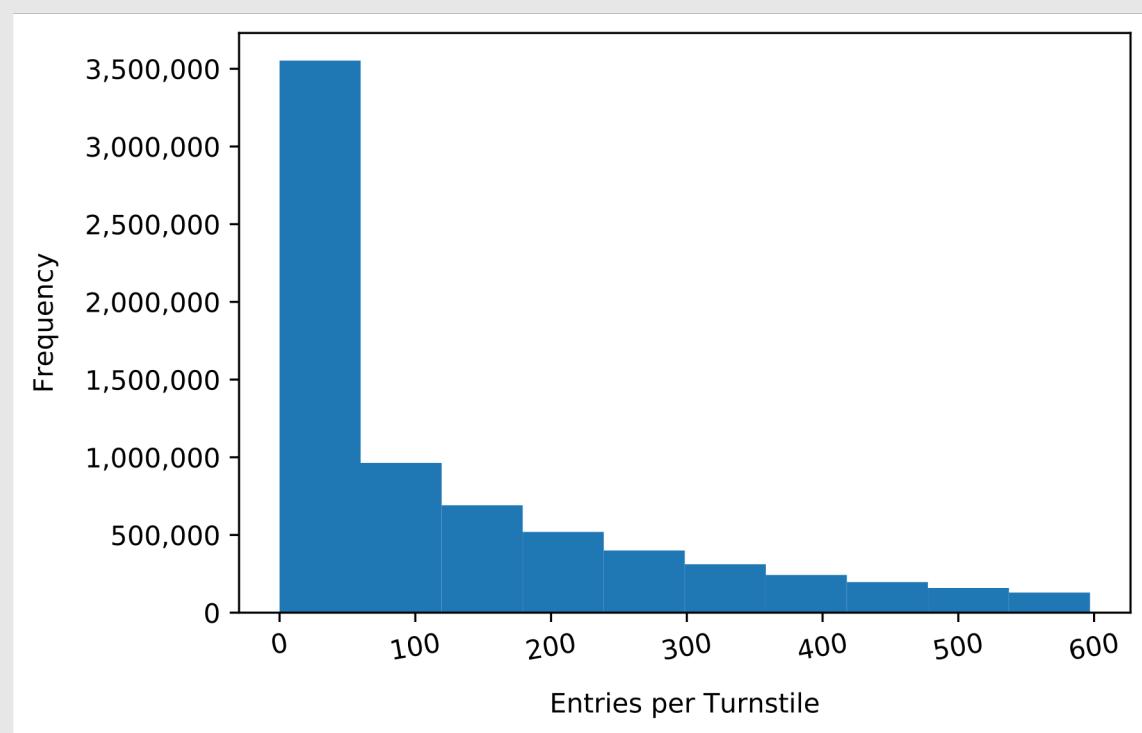


Data Cleaning – Entries

Before Clean

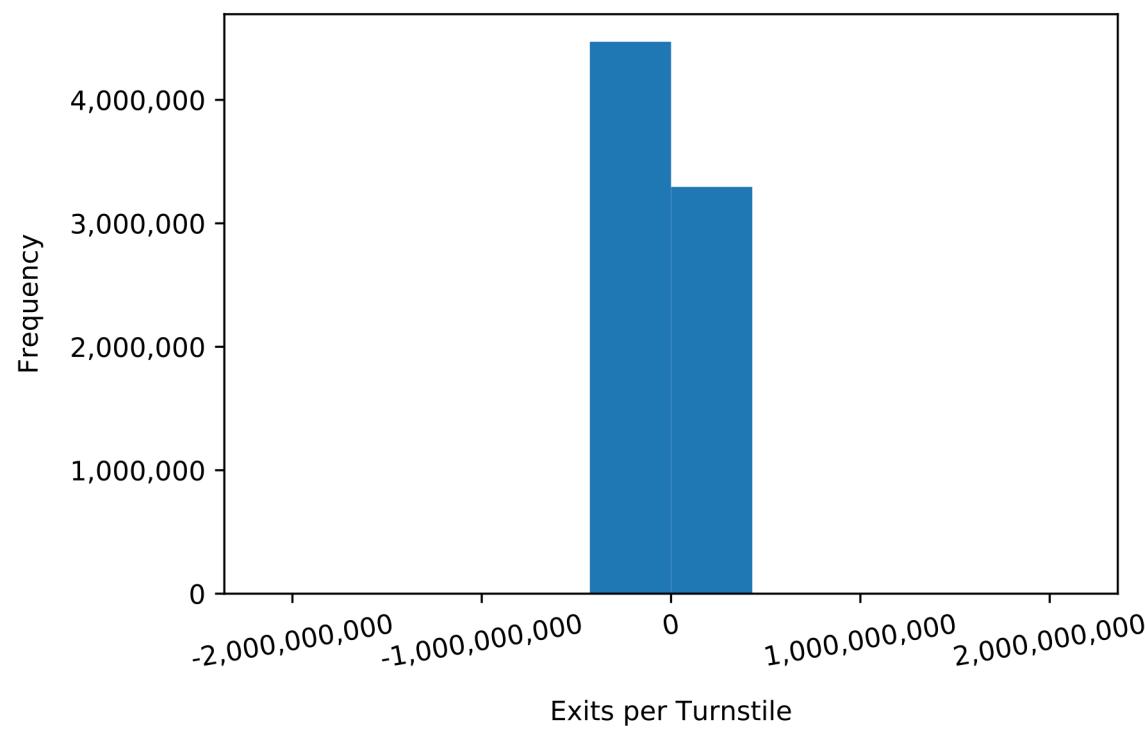


After Clean

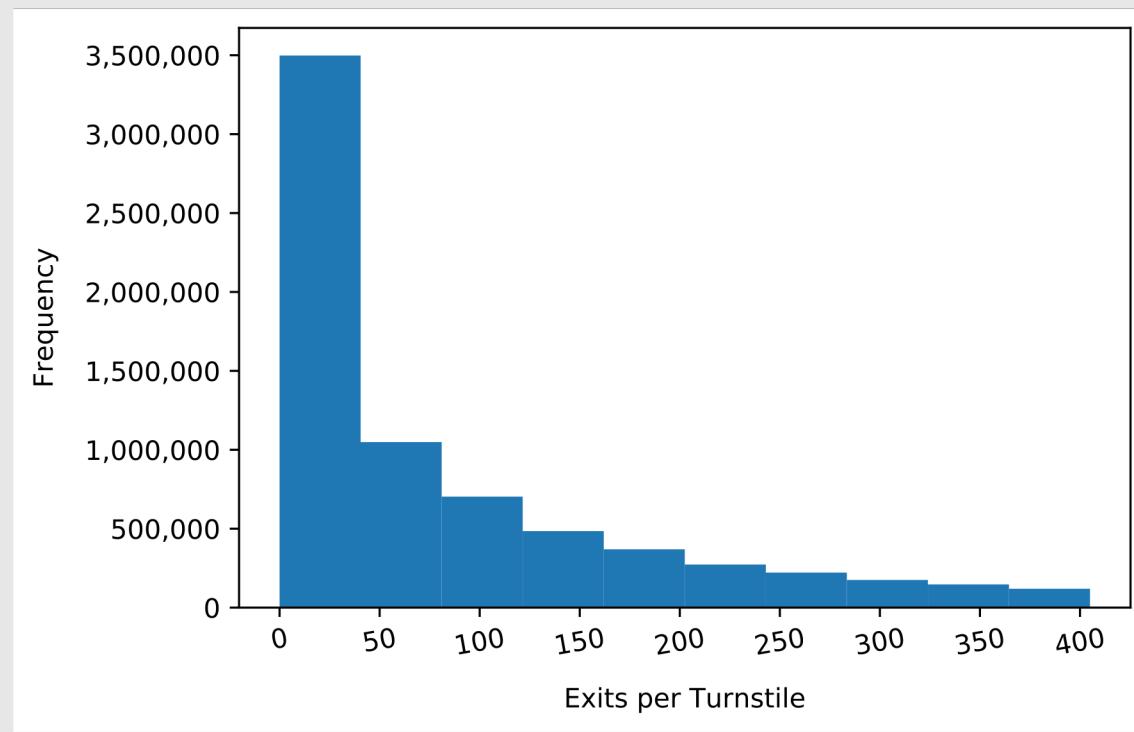


Data Cleaning – Exits

Before Clean



After Clean



Results – Top 10 Booths

Monday

Booth	Average Total Traffic
PATH NEW WTC_PTH22	33,367
ATL AV-BARCLAY_R610	19,724
SUTPHIN-ARCHER_N605	19,271
SOUTH FERRY_R101	19,220
GROVE STREET_PTH04	18,557
FLUSHING-MAIN_R533	18,527
EXCHANGE PLACE_PTH05	18,139
JOURNAL SQUARE_PTH03	17,662
FULTON ST_N095A	17,283
JFK JAMAICA CT1_JFK03	17,174

Tuesday

Booth	Average Total Traffic
PATH NEW WTC_PTH22	35,172
ATL AV-BARCLAY_R610	19,548
SUTPHIN-ARCHER_N605	19,443
GROVE STREET_PTH04	19,302
SOUTH FERRY_R101	19,296
EXCHANGE PLACE_PTH05	18,946
FLUSHING-MAIN_R533	18,636
59 ST COLUMBUS_R158	18,534
JAY ST-METROTEC_N103	17,693
125 ST_R258	17,168

Results – Top 10 Booths

Wednesday

Booth	Average Total Traffic
PATH NEW WTC_PTH22	36,819
FLUSHING-MAIN_R533	20,030
ATL AV-BARCLAY_R610	19,904
SUTPHIN-ARCHER_N605	19,631
SOUTH FERRY_R101	19,463
GROVE STREET_PTH04	19,161
59 ST COLUMBUS_R158	18,714
FULTON ST_N095A	18,303
JAY ST-METROTEC_N103	17,979
EXCHANGE PLACE_PTH05	17,911

Thursday

Booth	Average Total Traffic
PATH NEW WTC_PTH22	35,509
SOUTH FERRY_R101	20,200
ATL AV-BARCLAY_R610	20,034
SUTPHIN-ARCHER_N605	19,438
FLUSHING-MAIN_R533	19,284
59 ST COLUMBUS_R158	19,111
GROVE STREET_PTH04	18,971
EXCHANGE PLACE_PTH05	18,564
JAY ST-METROTEC_N103	18,250
JOURNAL SQUARE_PTH03	18,035

Results – Top 10 Booths

Friday

Booth	Average Total Traffic
PATH NEW WTC_PTH22	38,707
GROVE STREET_PTH04	23,127
EXCHANGE PLACE_PTH05	20,870
FLUSHING-MAIN_R533	20,347
ATL AV-BARCLAY_R610	20,345
SOUTH FERRY_R101	20,267
SUTPHIN-ARCHER_N605	19,859
JAY ST-METROTEC_N103	19,491
59 ST COLUMBUS_R158	19,223
JOURNAL SQUARE_PTH03	18,665

Saturday

Booth	Average Total Traffic
FLUSHING-MAIN_R533	25,870
PATH NEW WTC_PTH22	25,439
SUTPHIN-ARCHER_N605	23,624
34 ST-PENN STA_R138	21,901
GROVE STREET_PTH04	21,533
125 ST_R258	20,919
JOURNAL SQUARE_PTH03	20,100
JKSN HT-ROOSVLT_N324	19,748
JUNCTION BLVD_R528	18,541
JAY ST-METROTEC_N103	17,615

Results – Top 10 Booths

Sunday

Booth	Average Total Traffic
FLUSHING-MAIN_R533	29,685
JKSN HT-ROOSVLT_N324	21,987
34 ST-PENN STA_R138	21,657
125 ST_R258	20,130
PATH NEW WTC_PTH22	19,978
SUTPHIN-ARCHER_N605	19,565
42 ST-PORT AUTH_N062A	18,777
JUNCTION BLVD_R528	18,325
8 AV_H001	17,386
GROVE STREET_PTH04	17,337